



MAYOR'S GREEN RIBBON COMMISSION ON CLIMATE PROTECTION

**Monday, November 14, 8:30 – 12:00
Seattle Municipal Tower 4096**

MEETING SUMMARY

ATTENDANCE

GRC: Denis Hayes; Anne Steinemann; Tom Crowninshield; Doug Walker; Doris Koo; KC Golden; Rich Feldman; Kollin Min; Dennis McClerran; Linda Strout; Gregory Smith; Michael McGinn; Anna Gottlieb; Jemae Hoffman (for Grace Crunican); Lynn Best (for Jorge Carrasco)

OSE: Steve Nicholas, Kim Drury, John Mauro, Dena Gazin, Michael Cox

Others: Wood Turner & Mindee Nodvin (Bellwether), Lisa Andrews (Climate Solutions); Wayne Grotheer, Port of Seattle

UPDATE

- Presentation by Steve Nicholas and Denis Hayes with updates; Denis described the Seattle Climate Initiative as “the most important thing happening with climate in the US today.”
- Discussion of the need to inform the Commission’s deliberations and decisions with good strong cost, feasibility and effectiveness information
- GRC needs to be mindful of coordinating its products and announcement with related activities at other levels (e.g., state efforts and West Coast Governors initiative)
- Bringing Al Gore and his presentation to Seattle is desirable, but should be coupled with strong presentation on solutions
- Staff needs to send the Commission draft recommendations a week before 12/13 meeting
- How can the Commission make the biggest difference?
 - The GRC can redefine the debate; should be aware of political constraints but not bound by them
 - Need to address the issue of growth, i.e., how to accommodate growth while still meeting strong GHG reduction goals
 - Need to create strong policy infrastructure/framework at state, regional (i.e., West Coast Governors) and national levels
 - Should focus on what Mayor Nickels can get done in the next 4 years, in partnership with City Council
 - Focus on those issues without well-established constituencies
 - Build on the City Light accomplishment/message: we can do this economically with community efforts—and yes, it can be done
 - Can/should the Commission weigh in on upcoming land use initiatives before February?

➤ *Next steps:*

- *KC Golden will lead a GRC Policy Framework Subcommittee to develop recommendations re: state and federal policy infrastructure/framework*
- *Next step: Doris Koo, Greg Smith, and Steve Nicholas will discuss how the Commission can influence upcoming land use zoning decisions*

MOBILIZING THE SEATTLE COMMUNITY

- Presentation by Lisa Andrews, Mindee Nodvin, Wood Turner (PowerPoint available on-line)
 - Strategy ideas:
 - Target young people as longer-term audience
 - ⇒ Target public schools, perhaps inspiring competitive actions (e.g., “green bonds”);
 - ⇒ Target universities (LEED buildings as instruction tool); harness graduate students’ thesis work;
 - ⇒ Use Earth Day events/school board involvement
 - Need a parallel effort on creating policy (vs. behavioral change) via stakeholder outreach and political support-building
 - Desirable characteristics of outreach strategy: 1) must see that we can win, 2) include one or two simple things people can do, 3) emphasize that life will be better after we make that change (i.e., it’s not about deprivation)
 - Make sure we can deliver product if we deliver the message (e.g., the bus is cool)
 - Investigate Japan’s approach to efficiency successes
 - Use coordinated branding to build on existing efforts (e.g., transportation)
 - Bring big-name marketing specialists into the efforts, perhaps on a *pro bono* basis
 - Message ideas:
 - Encourage collective action opportunities for renters through landlords
 - A model of notable leaders is helpful to illustrate “a day in the life of”
 - Consider energy independence and security message
- *Summary: include young people as an audience and built that into the strategy, but still focus on priority audiences of drivers, business community and energy consumers.*
- *Next steps:*
- *Outreach Subcommittee will re-work recommendation, based on GRC feedback, and determine budget needs*
 - *Outreach Subcommittee and staff will discuss policy change/stakeholder outreach needs, coordinating with new Policy Framework Subcommittee*

CROSS-CUTTING SOLUTIONS

- Kim Drury and John Mauro made presentations (PowerPoint available on-line)

FORESTRY

- Lack of cap and trade limits applicability and return from forestry strategy
 - We should investigate playing a role, overcome tracking concerns
 - Forest management a fairly low priority, although the GRC should weigh in on deforestation/sprawl prevention, particularly as a longer term strategy
- *Summary: Not a high priority but a legitimate part of the package*

MITIGATION

- Mitigation can be verifiable, although some question this
- The approach toward mitigation needs further discussion—most Commissioners feel like it could play a role, but there are some that think it should definitely be part of the package (if we can’t do it elsewhere), and others that think it fundamentally shouldn’t be recommended

- Money from any credits earned by reductions beyond the 7% target should go to climate protection projects; we could even trade with other cities participating in the US Mayors Climate Protection Agreement
- Preparing for climate should not increase the cost of doing business
- Summary: Mitigation/offsets can be a legitimate part of the package of recommendations, but the focus should be on local reductions

CLIMATE-FRIENDLY INVESTMENT

- CERES report passed out; available online
- Frame the pension issue to decision makers as increasing fiduciary responsibility—not as socially responsible
- Perhaps use a % of the fund as climate-friendly, not the entire fund
- Is the issue of climate yet to the level of the college divestment from South Africa? Unless it is, it'll be difficult to move
- *Summary: Some leering about recommending a change to pension fund investments, unless it's framed as about fiduciary responsibility; some support for the idea of a regional conference on climate-friendly investment practices*
- *Next step: OSE will send the URL to the CERES report to Commissioners*

ENCOURAGE OTHER INSTITUTIONS TO SET/ACHIEVE STRONG CLIMATE GOALS

- Mayor wants the GRC to investigate this
- Target hospitals and universities first?
- Collaboration important (like the Ports of Seattle and Tacoma and their inventories)
- Permitting is a boundary, since control technologies will change
- Put GHGs in companies bottom lines and improve efficiency
- Think of statewide movement to prioritize lease space for climate-friendly investing organizations or in LEED buildings
- *Summary: General support for this idea, but uncertainty about exactly what form it should take*
- *Next step: OSE will continue talks with Port, UW, Lafarge, Starbucks, REI and Urban Solutions I*

FUNDING FOR CLIMATE SOLUTIONS

- Go to voters for money to implement climate-related (and livability/clean air) strategies; make sure to combine it with something more palatable (transportation solutions?) and reinforce community aspirations to increase likelihood of passage
- Transportation bond might be getting some attention now; also, some interest in retaining monorail authority from state legislature to direct money toward transit, etc.
- *Summary: In addition to raising needed funds, creating an earmarked pot sends the message that the City is serious and poised to make progress*

WRAP UP

- Public process (e.g., a public hearing) before February 16th is unreasonable given resources and time. Hybrid proposal: Mayor accepts GRC report on 2/16 and announces next steps, including 4-6 week public input period; Mayor/GRC host public events. Complete/release final Climate Action Plan on Earth Day

- *Next steps:*
 - *Steve Nicholas will bring the hybrid proposal to the mayor*
 - *OSE will send information on the TBS special to the Commission*
 - *OSE will make sure that all documents are online and that a draft report is available at least a week ahead of the December meeting*

NEXT MEETING

- *Next step: Decision-making meeting, all day, December 13th, @ Two Union Square*